

What is claimed is:

1. A monoazo lake pigment composition containing a monoazo lake pigment obtained from a laked pigment aqueous slurry
5 prepared by conducting coupling of a diazo component obtained by diazotizing an aromatic amine having a soluble group and a coupler component, and conducting laking after or simultaneously with the coupling,
wherein the laking is carried out in the presence of
10 a water-soluble acrylic polymer in an amount of 0.1 to 40 parts by weight per 100 parts of the above coupler component.
2. A monoazo lake pigment composition according to claim 1,
15 wherein the monoazo lake pigment is surface-treated by further adding 0.1 to 30 parts by weight of a water-soluble acrylic polymer to 100 parts by weight (solid content) of the laked pigment aqueous slurry.
- 20 3. A monoazo lake pigment composition according to claim 1,
wherein the monoazo lake pigment is obtained by adding and mixing 0.1 to 30 parts by weight of a powder of a water-soluble acrylic polymer to/with 100 parts of a pigment separated from
25 the laked pigment aqueous slurry by filtration and drying.
4. A monoazo lake pigment composition according to claim 1,
wherein the diazo component is an
30 aminotoluenesulfonic acid derivative and the coupler component is β -oxynaphthoic acid or β -naphthol.

5. A gravure ink comprising the pigment composition as recited in claim 1 and a gravure ink vehicle.